BLUE CHIP JOURNAL

VOL. I NO. 2 ★★★ A CATALOG OF SOFTWARE SIMULATIONS FOR BUSINESS & PERSONAL INVESTMENT ★★★ SUMMER, 1987

Britannica acquires Blue Chip Software.

CHICAGO, 1986 – The world's most respected publisher of high quality educational and resource materials, Encyclopædia Britannica, acquired Blue Chip Software.

The acquisition is a natural. Blue Chip's software is the most extensive and realistic line of investment and business simulation software available anywhere.

And Britannica is dedicated to publishing educational materials renowned for their unsurpassed quality, depth and accuracy.

Says Bob Slapin, a founder and vice president of Blue Chip Software, "Being a part of Britannica lets us continue to provide timely, high-quality programs in addition to opening up new opportunities for us."

Britannica's Stanley Frank, president of Britannica Learning Corporation feels, "Acquiring Blue Chip Software positions us to move into business and professional training as well as the college arena."

*(See **Britannica**, page 4)*

Blue Chip Software puts Crystal Lake, IL on the map.

CRYSTAL LAKE, IL. – Charles Lapp's social studies class has received more press in the past year than many professional economists receive in a lifetime.

It's all because of Blue Chip's investment simulation programs: ***Millionaire*** (stocks), ***Tycoon*** (commodities) and ***Baron*** (real estate).

Because of their newly acquired investment knowledge, Mr. Lapp's classes have been written up in *Forbes, Parents, Newsweek, Time, Family Computing, T.H.E. Journal,* even *Vogue* and *Playboy.*

*(See **Crystal Lake**, page 4)*

Blue Chip Software: 5 Ways to Make Money and Have Fun.

Computer owners the world over are quickly picking up the ins and outs of high finance and big business. They're investing millions. And often doubling their money. Best of all, they never lose a dime.

*(See **5 WAYS**, page 4)*

In Business Today

Blue Chip's stock market simulation, ***Millionaire***, is so realistic it even has political, social and economic events that cause the market to fluctuate.

(Story on page 2)

* * *

The commodity market simulation, ***Tycoon***, lets players trade everything from gold and foreign currency to oil and coffee. And like the *real* commodity market, it's totally unpredictable.

(Story on page 2)

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To learn what it takes to make money in real estate, players choose ***Baron***. It includes commercial, residential and undeveloped property investment strategies.

(Story on page 2)

* * *

Squire, a real life exercise in money management, starts players off at age 35 with a net worth of $70,000. Or lets them set their own *real life* parameters. The goal is to retire as a millionaire at 55.

(Story on page 3)

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Managing for Success is a business simulation that makes players the CEO of a major corporation. They get firsthand experience in dealing with inventories, pricing, marketing, factory operations and more.

(Story on page 3)

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The Harrison family made a million in the stock market. So can you.

The Harrisons started with just $10,000. So will you. With ***Millionaire.***

Each week (77 in all), you'll buy and sell stocks from *Blue Chip* companies like IBM, GM, and others.

Just like *real life,* stock prices are effected by market conditions and world events. You'll even learn about *puts, calls, margins* and *net worth.*

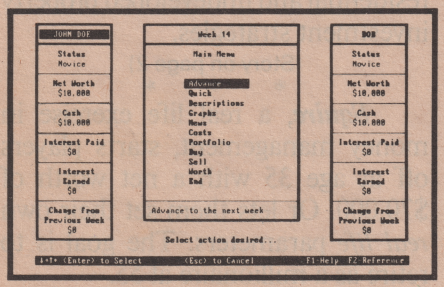
So, to get your feet wet in the stock market--without taking a financial bath--spend a few fun-filled hours with ***Millionaire.*** Soon you'll be making millions, too.

Macintosh™ (128K) **$59.95**
Commodore 64/128™ (64K) **$29.95**
Atari® 800/XL/XE™ (48K) **$29.95**

New for IBM® and Apple®! Millionaire II

Millionaire II has everything the original game has--and more.

It now has 90 weeks of play, new company information, color, better graphing -- even a 2-player option.



Plus, it's menu-driven, and you can change interest rates and commissions, calculate interest on cash, and *sell short.*

So, for the ultimate in a stock market simulation -- invest in ***Millionaire II.*** And make it even more fun to make millions.

IBM® PC/PCjr and compatibles (256K) **$59.95**
Apple® II series (128K) **$59.95**

Alex Woods learned the long and short of making money in the commodity market. You will too.

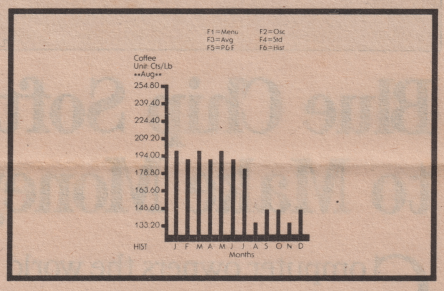
Like most people, Alex Woods was confused by the complexity of the commodity market.

For starters, there were all these unfamiliar terms, like *hedgers* and *speculators* or *long* and *short positions.*

But with ***Tycoon***, The Commodity Market Simulation from Blue Chip Software, Alex quickly learned the terms *and* the strategies for making his investments pay. You will too.

You'll trade soybeans, wheat, coffee, lumber, gold, silver and more. You'll learn to pick up on patterns and predict price changes.

Just like in *real life*, the market will be closely tied to seasonal patterns, unusual weather and other world events. In fact, you'll even be charged brokerage fees and taxes.



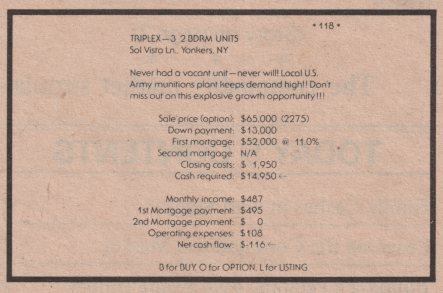
If you've always wanted to understand the long and short of commodities--without getting short-changed--sit down with ***Tycoon.*** And get a taste of the high-powered world of commodities trading.

IBM® PC/PCjr and compatibles (128K) **$59.95**
Macintosh™ (128K) **$59.95**
Apple® II series (48K) **$49.95**
Commodore 64/128™ (64K) **$29.95**
Atari® 800/XL/XE™ (48K) **$19.95**

Carol & William Walker built a personal empire--worth millions--through real estate. Why don't you?

Carol and William Walker started with just $35,000. And in five years they had made a million.

With ***Baron***, The Real Estate Simulation from Blue Chip Software, you too can make your fortune in real estate.



Learn how to leverage your cash to invest in *residential, commercial* and *undeveloped properties.* Understand when it's profitable to take out a *second mortgage.* And why options are a viable option.

In ***Baron***, the mortgage and property appreciation rates are not just random numbers. They're based on *real life* historical models of the real estate market.

There are real life events, like economic swings, bank failures and natural disasters that will impact your net worth. In fact, you're even charged escrow fees, commissions and taxes.

If you've always wanted to be a land owner--but didn't want to land in the poorhouse--invest some time in ***Baron***. And discover the economic power just waiting to be tapped in the world of real estate.

Aspiring manager, Henry Jordan, has what it takes to make it to the top. Do you?

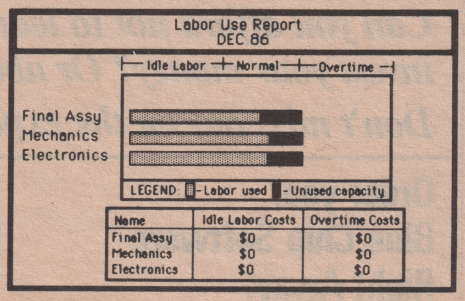
Though Henry was just promoted to manager, he thought he had what it takes to head a multi-million dollar company. Like you, he just needed the chance to prove it.

Managing for Success, a new business simulation program from Blue Chip Software, gives you that chance.

You start out as the CEO of a $100 million dollar corporation. You'll quickly learn that the most important part of climbing the ranks is to make good decisions. Ones that are beneficial to the entire company and not just to your department.

DESCRIPTION MENU	
Departments	**Miscellaneous**
Manufacturing Engineering	Balance Sheet
Finance	Cash Forecasting
Material Control	Cash Flow Statement
Production	Chief Executive Officer
Quality Control	Increasing Market Share
Research and Development	Improving Cash Flow
Sales and Marketing	Improving Profits
	Income Statement
	Market Conditions
	Work Sheet

You'll get first hand experience in dealing with inventories, pricing, marketing, factory operations, and more. And you'll discover the impact of short-term and long-term decisions.



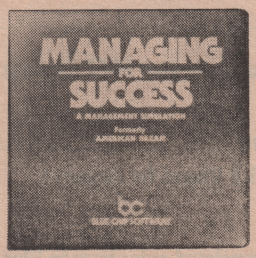
Name	Idle Labor Costs	Overtime Costs
Final Assy	$0	$0
Mechanics	$0	$0
Electronics	$0	$0

To make sure you're making the *right* decisions, you'll learn how to look at financial statements, market and labor reports and other information that's vital to a company's operations.

Blue Chip Robotics	Balance Sheet -- DEC 86	
Assets		
Current Assets		
Cash	$2,572,900	
Receivables	$3,444,108	
Inventory	$6,476,678	
Net Fixed Assets		
Equipment	$625,080	
Total Assets	$13,118,766	<-
Liabilities		
Payables	$742,156	
Loans	$0	
Total Liabilities	$742,156	<-
Stockholders Equity		
Common Stock	$10,845,916	
Retained Earnings	$1,530,694	
Total Equity	$12,376,610	<-
Total Liab. and Equity	$13,118,766	

Plus, with the program's environmental editor, you can personalize the program to look and feel just like the company you actually work for.

So if you'd like to see how far you can go in business--without waiting around for that "big break"--put in some time with ***Managing for Success***. And see how far *you* can go.



IBM® PC/PCjr
and compatibles (256K) **$59.95**

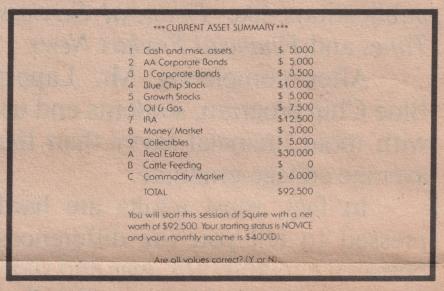
A middle class, middle-aged couple retires as millionaires. Will you?

They started planning for their future a little late. At age 35. Sound familiar?

But by the time they reached 55, they had turned $70,000 into $1 million.

Find out how you can do it too. Play ***Squire***, The Financial Planning Simulation from Blue Chip Software.

By playing Squire, you'll quickly learn how to set financial goals. And how to create a strategy for achieving them.



CURRENT ASSET SUMMARY

1	Cash and misc. assets	$ 5,000
2	AA Corporate Bonds	$ 5,000
3	B Corporate Bonds	$ 3,500
4	Blue Chip Stock	$10,000
5	Growth Stocks	$ 5,000
6	Oil & Gas	$ 7,500
7	IRA	$12,500
8	Money Market	$ 3,000
9	Collectibles	$ 5,000
A	Real Estate	$30,000
B	Cattle Feeding	$ 0
C	Commodity Market	$ 6,000
	TOTAL	$92,500

You will start this session of Squire with a net worth of $92,500. Your starting status is NOVICE and your monthly income is $4000(D).

Are all values correct? (Y or N)...

You can even set your own *real life* goals by using your actual income and other personal and financial information.

You'll learn to build a nest egg with a variety of investments including stocks, bonds, commodities, real estate, annuities and more.

Because Squire is so remarkably realistic, you'll take into consideration the inflation rate, taxes, the cost of college educations-even food, insurance and medical bills.

If you want to take a peek at your financial future--instead of just waiting to be surprised--enjoy a few games of ***Squire***. Then apply what you've learned to the *real game* of life.

IBM® PC/PCjr
and compatibles (128K) **$59.95**
Macintosh™ (512K) **$59.95**
Apple® II series (64K) **$49.95**

IBM® PC/PCjr
and compatibles (128K) **$59.95**
Macintosh™ (128K) **$59.95**
Apple® II series (48K) **$49.95**
Commodore 64/128™ (64K) **$29.95**

The three words heard most often about Blue Chip Software? "Innovative. Straightforward. Easy- to-use."

Britannica acquires

(Continued from page 1)

Actually, Britannica is no stranger to the educational software market. They also publish DesignWare® programs, a line of entertaining learning software that can be personalized to grow with each child, and EduWare® programs, learning software with a more traditional step-by-step instructional approach.

Crystal Lake on map

(Continued from page 1)

His classes have also been mentioned on major TV and radio stations as well as in hundreds of other magazines including several financial publications like *Financial Services Times* and *Financial Product News*.

After completing Mr. Lapp's Blue Chip program, students end up with more financial savvy than the average college graduate.

In fact, most adults are hard pressed to tell you the differences between *puts* and *calls, long* and *short positions, Fannie Mae* and *Fed*. But not the students in Mr. Lapp's Blue Chip classes.

Blue Chip's financial and business simulation programs have proven extremely effective over a wide range of educational and classroom uses--from fifth grade through college.

All three programs, ***Millionaire, Tycoon*** and ***Baron***, are also available in a special curriculum package called ***The Economics Challenge***, which includes a wealth of classroom materials.

BLUE CHIP SOFTWARE

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Call toll-free (800) 572-2272 to order or to obtain the name of a dealer near you. Or write Blue Chip Software, Dept. 687, 185 Berry St., San Francisco, CA 94107.

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Blue Chip Software: 5 Ways

(Continued from page 1)

The amazing thing is that *anyone* can do it. All it takes is a few fun-filled hours with any one of Blue Chip's five simulation programs.

The five simulations include ***Millionaire, Tycoon, Baron, Squire*** and ***Managing for Success***.

All five are available directly from Blue Chip Software (see order form below) or at computer software centers everywhere.

Plus, just for educators, there's **The Economics Challenge**. It's a special three-product package that also includes classroom materials.

For more detailed information on these unparalleled simulation programs, see pages 2 and 3.

Can you afford not to learn more about how to invest your money? Or about how to run a business? Don't miss out on the experience--or the fun of it!

Order your Blue Chip Software Right Away!

Call 800-572-2272 (orders only) (in California 415-546-1866)

Qty	Program Title	Computer Format	Unit Price	Amount

All Blue Chip programs require a disk drive.

Subtotal	
CA residents Add 6½% Sales Tax	
TOTAL	

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